What is claimed is:

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- 1. A genetically engineered vector comprising:
 - a) a 5' gene trap cassette, comprising in operable combination:
 - a splice acceptor;
 - 2) a first exon sequence located 3' to said splice acceptor, said first exon encoding a marker enabling the identification of a cell expressing said exon; and
 - 3) a polyadenylation sequence defining the 3' end of said first exon;
 - b) a 3' gene trap cassette located 3' to said polyadenylation sequence, comprising in operable combination:
 - a promoter;
 - 2) a second exon sequence located 3' from and expressed by said promoter, said second exon being synthetically derived and not encoding an activity conferring antibiotic resistance;
 - 3) a splice donor sequence defining the 3' region of the exon; and

wherein said vector does not encode a promoter mediating the expression of said first exon, and wherein said vector does not encode a sequence that mediates the polyadenylation of an mRNA transcript encoded by said second exon sequence and expressed by said promoter.

2. The vector according to Claim 1 wherein said first exon additionally encodes an internal ribosome entry site operatively positioned between said splice acceptor and the initiation codon of said first exon.

- 3. The vector of Claim 1 wherein said second exon and splice donor sequences are derived from a naturally occurring eukaryotic gene.
- 5 4. The vector of Claim 1 additionally incorporating a mutagenic mini-exon sequence operatively positioned upstream from said splice acceptor site.
- 5. The vector of Claim 1 additionally incorporating in the region between said polyadenylation sequence and said promoter at least one mutagenesis enhancer drawn from the group consisting of a transcription termination sequence, a 3' terminal exon, a sequence encoding a self-cleaving RNA, and an exon that changes the reading frame.

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- 6. The vector of Claim 1 wherein said first exon encodes a marker drawn from the group consisting of a marker conferring antibiotic resistance, a marker conferring antibiotic sensitivity, an enzymatic marker, a recombinase and a fluorescently detectable marker.
 - 7. The vector of claim 6 wherein said marker encodes neomycin resistance.
- 25 8. A genetically engineered retroviral vector comprising:
 - a) a marker gene expressed by a first vector encoded promoter; and
 - b) a 3' gene trap cassette, comprising in operable combination:
 - 1) a second vector encoded promoter;
 - 2) an exon sequence located 3' from and expressed by said second promoter, said exon not encoding an activity conferring antibiotic resistance;
 - 3) a splice donor sequence defining the 3' region of the exon; and

wherein said vector does not encode a sequence that mediates the polyadenylation of an mRNA transcript encoded by said exon sequence.

9. An infectious retrovirus having a genome produced by a vector according to one of Claims 1 or 8.

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- 10. The use of a retrovirus according to Claim 9 to trap a gene in a eukaryotic target cell or organism.
- 11. The use of a vector according to Claims 1 or 8 to trap a gene in a eukaryotic target cell wherein said vector is introduced into said target cell by a method drawn from the group consisting of electroporation, viral infection, retrotransposition, microinjection and transfection.
- 12. A transgenic cell incorporating a vector according to any one of Claims 1 or 8 into the genome of the cell.
- 13. A transgenic non-human animal that has been genetically modified to incorporate a vector according to any one of Claims 1 or 8 into the genome of one or more cells in the animal.
- 25 14. The use of a vector according to any one of Claims 1 or 8 to activate the expression of a naturally occurring gene in a cell.
 - 15. The use of claim 14 wherein said cell is mammalian.
 - 16. The use of claim 15 wherein said mammalian cell is a human cell.

- 17. The use of a 3' gene trap cassette to alter the expression of a cellularly encoded gene, said 3' gene trap cassette comprising in operable combination:
 - a promoter;
- 2) an exon sequence located 3' from and expressed by said promoter, said exon not encoding an activity conferring antibiotic resistance; and
 - 3) a splice donor sequence defining the 3' region of said exon
- wherein said cassette is non-homologously incorporated into the genome of a eukaryotic target cell and said splice donor sequence of the transcript encoded by said exon is spliced to a splice acceptor sequence of said cellularly encoded gene.
- 18. The use of Claim 17 wherein said non-homologously incorporated cassette is present in a retroviral vector that has nonspecifically integrated into the genome of the eukaryotic target cell.
- 19. The use of Claim 18 wherein said exon is not encoded by the target cell genome or not normally expressed by the target cell genome.
- 20. A process for obtaining novel eucaryotic polynucleotide25 sequence information comprising:
 - a) introducing into a eucaryotic cell a 3' gene trap cassette, comprising in operable combination:
 - a promoter;

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- 2) an exon sequence located 3' from and expressed by said promoter, said exon not encoding an activity conferring antibiotic resistance;
- 3) a splice donor sequence defining the 3' region of the exon;

- b) maintaining the cell under conditions allowing the nonspecific or nontargeted integration of the gene trap cassette into the genome of the cell;
- c) obtaining the chimeric transcript resulting from the splicing of said exon from said 3' gene trap cassette to a second exon encoded by the genome of said eucaryotic cell;
- d) reverse transcribing said chimeric transcript in vitro to produce a cDNA template; and

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e) determining the polynucleotide sequence of the cDNA 10 from step d.